DOCUMENT RESUME

ED 430 643 JC 990 330

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TITLE JCCC Financial Aid Office Student Satisfaction Survey, 1997.
INSTITUTION Johnson County Community Coll., Overland Park, KS. Office of Institutional Research.
PUB DATE 1998-11-00
NOTE 51p.
PUB TYPE Numerical/Quantitative Data (110) -- Reports - Research (143) -- Tests/Questionnaires (160)
EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS Community Colleges; Educational Assessment; Participant Satisfaction; Program Evaluation; Program Improvement; Questionnaires; Services; Student Attitudes; *Student Financial Aid; Student Surveys; Two Year College Students; Two Year Colleges
IDENTIFIERS *Johnson County Community College KS; *Student Satisfaction

ABSTRACT

In 1997, the Financial Aid Office Staff at Johnson County Community College (JCCC) in Kansas conducted a survey to gauge student satisfaction with the Student Financial Aid Office. Surveys mailed to 3,026 current and prospective JCCC students resulted in 299 usable responses. This report combines results for applicants for two types of financial aid (Federal and non-Federal), and also highlights the differences between each kind of award. Appended are the questionnaire and cover letter, as well as tabled survey results. Major findings are presented under headings including overall satisfaction, types of financial aid received, ratings of services and contacts, length of wait, student likes and dislikes, interest in scholarship search services, suggested improvements, and Federal aid versus non-Federal aid applicants. In general, overall satisfaction, which averaged 3.8 on a 5-point scale, was seen as generally high but needing improvement. Six recommendations are made, including: (1) review phone procedures to decrease busy signals and waiting time; (2) continue to use modified "triage" procedures to help decrease time in line; (3) develop a comment card to monitor student satisfaction; (4) continue to refer students to free scholarship search web sites; (5) review the cost, staffing, and operational implications of offering additional limited evening hours; and (6) provide checklists to students detailing specific requirements and deadlines for various financial aid options. (AS)

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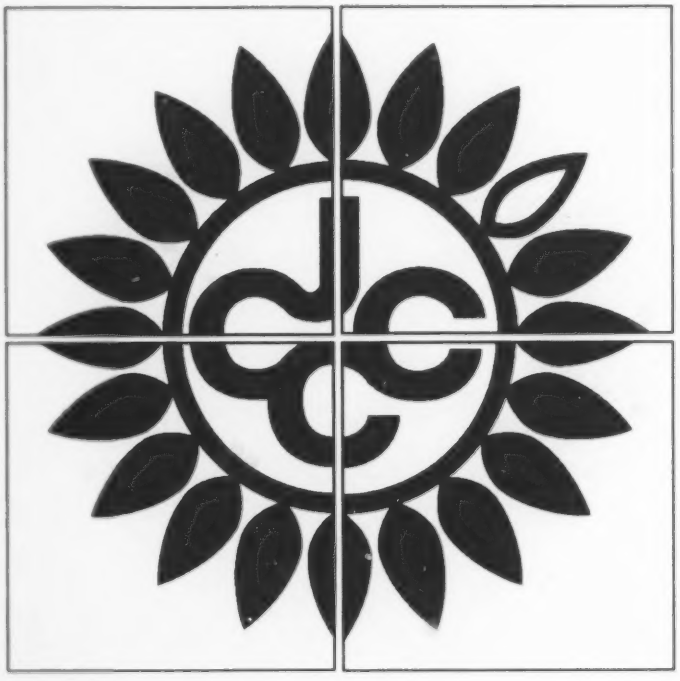
1997 JCCC Financial Aid Office Student Satisfaction Survey



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1997 JCCC FINANCIAL AID OFFICE STUDENT SATISFACTION SURVEY

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Fall 1998

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Objective

Staff in the JCCC Student Financial Aid Office requested a survey be conducted to supplement the findings regarding general ratings of student satisfaction with the Student Financial Aid Office obtained through the JCCC biennial Student and Auxiliary Services Survey.

This survey was conducted for the first time in 1997.

Methodology

Surveys were mailed on December 17, 1997, to a total of 3,026 current and prospective JCCC students, 2,075 of whom had applied for Federal financial aid and 951 of whom had applied for institutional and/or non-institutional financial aid. Two-hundred ninety-nine usable responses were received, producing a 9.9% response rate.

In general, this report combines results for applicants for the two types of financial aid (Federal and non-Federal). Differences in results for applicants for the two types of financial aid are reported on pages 21-22.

Major findings are contained in the bulleted points on the pages that follow. Tabled survey results are contained in Appendix A and a copy of the questionnaire and cover letter are contained in Appendix B. Students' verbatim comments are available as a supplement to this report.

Please direct any questions or comments about this survey, as well as requests for the supplement of students' verbatim comments, to:

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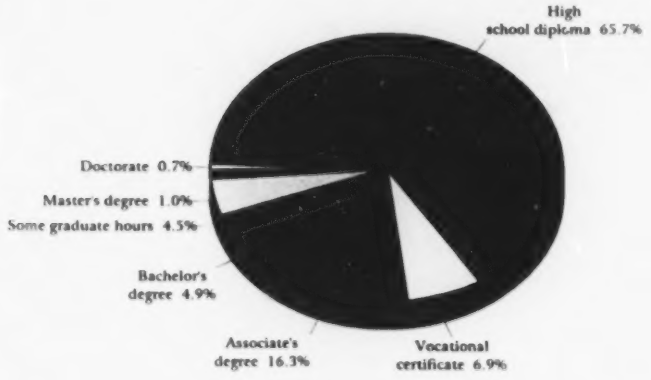
- ***The highest level of education completed by just under ninety percent of respondents was an associate's degree or less.***

Two-thirds have a high school diploma, 7% have a vocational certificate, and 16% have an associate's degree (see Table 1, Appendix A, and Figure 1, below).

Figure 1
Highest Level of Education Completed



- ***On average, respondents were enrolled in nine hours at JCCC and through 12/97 had completed 27 hours of college credit at JCCC.***

Table 2 (Appendix A) details the number of credit hours enrolled in at JCCC for Fall 1997 and the number of college credit hours completed at JCCC through December 1997.

- ***The mean age of student respondents was 26 years.***

Table 3 (Appendix A) contains a breakdown of age by category. Just over half were age 23 or younger. Only nine percent of the respondents were 40 years of age or older.

- ***Seventy percent of the respondents were female.***

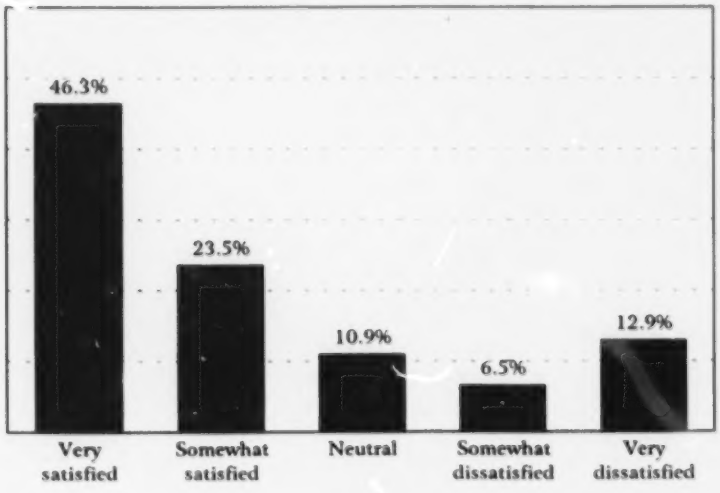
Table 4 (Appendix A) contains the breakdown of respondents by gender.

♦ ***Overall satisfaction, while generally high, could be improved.***

The average rating given for satisfaction is 3.8 (on a five-point scale with 1=" very dissatisfied" and 5="very satisfied"), between "neutral" and "somewhat satisfied" (see Table 5, Appendix A).

While the great majority (70%) are satisfied, almost one out of five (19%) report being either "somewhat" or "very dissatisfied". The remaining 11% are neither satisfied nor dissatisfied. (See Table 5, Appendix A, and Figure 2, below).

Figure 2
Overall Satisfaction Rating

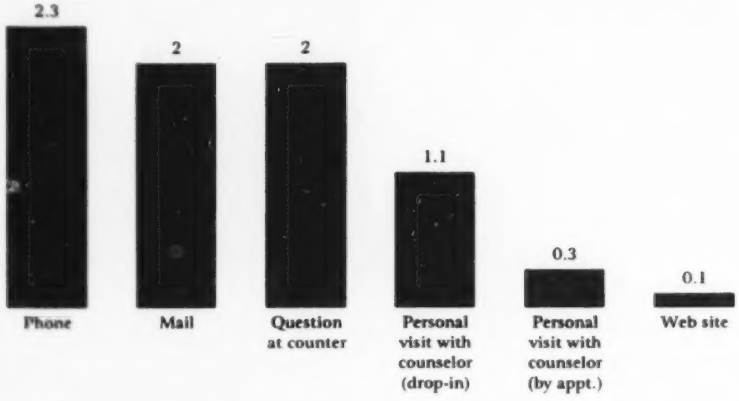


A more detailed discussion of satisfaction/dissatisfaction with the Student Financial Aid Office is found on pages 19-20 in this report.

- ***The most-prevalent way to contact the Student Financial Aid Office was by phone.***

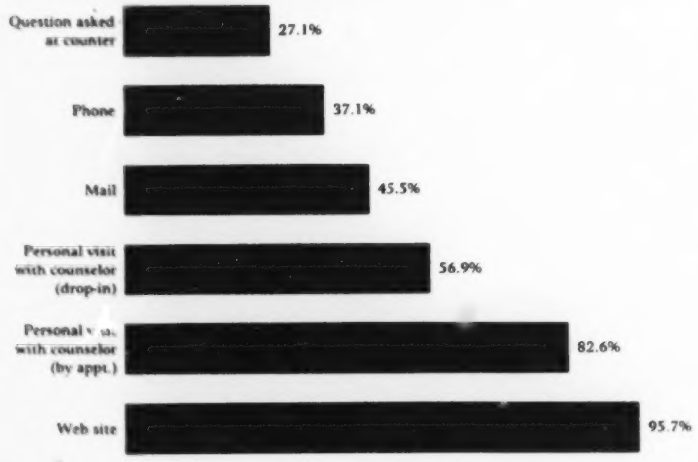
On average, students surveyed had 2.3 contacts with the Student Financial Aid Office in the last six months by phone, about two contacts by mail and to ask a question at the counter, and about one drop-in personal visit with a counselor (see Table 2, Appendix A, and Figure 2, below).

Figure 3
Mean # of Contacts with Student Financial Aid Office in Last Six Months by Type of Contact



- ***The two least-prevalent ways of contacting the Student Financial Aid Office in the last six months are web site (96% haven't used) and personal visit by appointment with a counselor (83% haven't used). (See Table 6, Appendix A, and Figure 4, below.)***

Figure 4
Percent of Respondents Who Haven't Had This Type of Contact with Student Financial Aid Office in the Last Six Months



REASON FOR CONTACTING FINANCIAL AID OFFICE

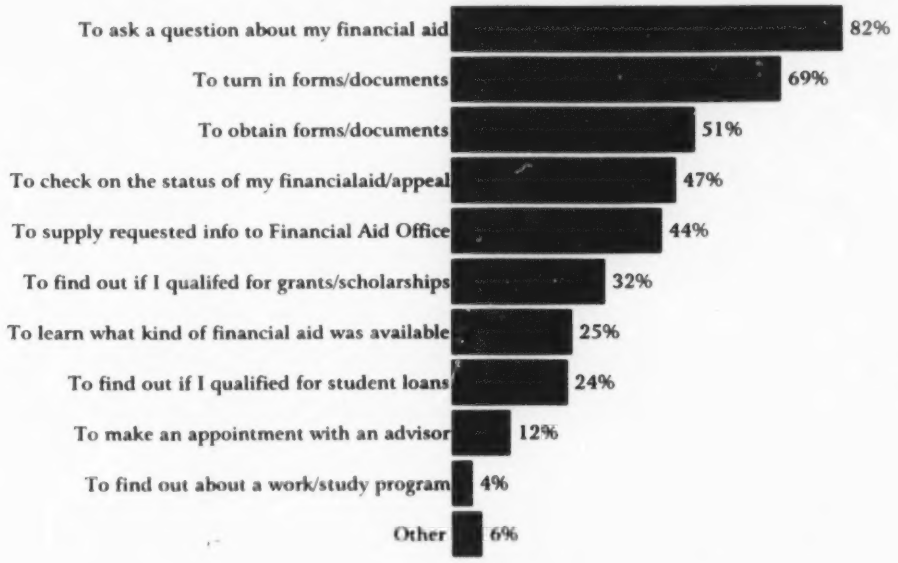
- ***The most common reasons given for contacting the Student Financial Aid Office were to carry out some part of the financial aid application process.***

The five top reasons given for contacting the Student Financial Aid Office (see Table 7, Appendix A, and Figure 4, below) were related to the process of applying for and obtaining financial aid: to ask a question about the student's financial aid (82%), to turn in forms/documents (69%), to obtain forms/documents (51%), to check on the status of a financial aid/appeal (47%), and to supply information requested by the Student Financial Aid Office (44%).

Other reasons, each given by one-quarter to one-third of student respondents, related to whether the student qualified for grants/scholarships or student loans, or to determine what kind of financial aid was available.

Making an appointment with an advisor was given by only one in eight respondents and finding out about participation in a federal work-study program was given by only one in twenty-five respondents.

Figure 5
Reasons for Contacting JCCC's Student Financial Aid Office

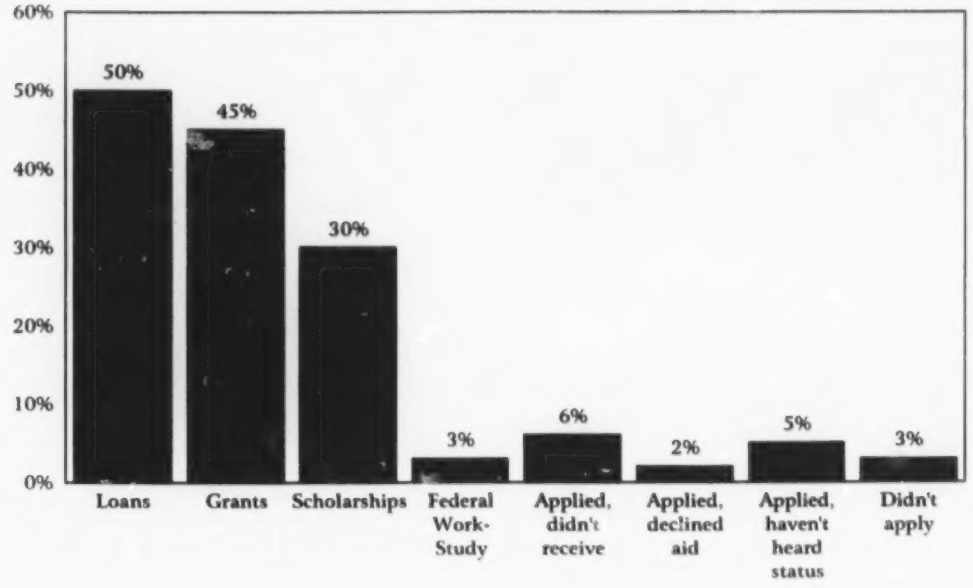


TYPES OF FINANCIAL AID RECEIVED *1997 Financial Aid Office Student Satisfaction Survey*

- ***Half of the respondents received student loans.***

Table 8 (Appendix A) and Figure 5 (below) depict the proportion of respondents receiving the different types of student financial aid for 1997-98: loans (50%), grants (45%), and scholarships (30%). (Some respondents received more than one type of financial aid.)

Figure 6
Types of Financial Aid Received by Student for 1997-98

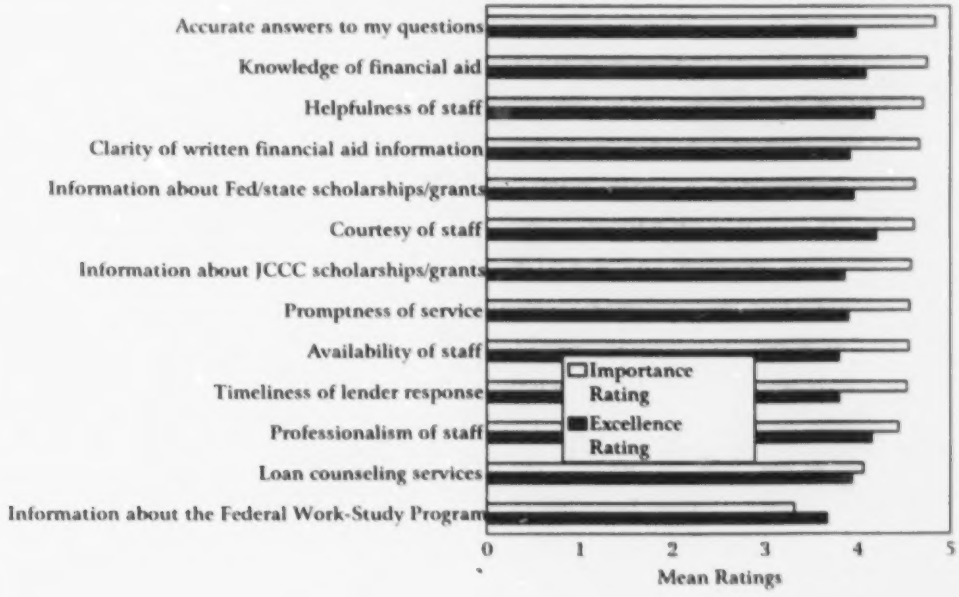


♦ ***Respondents rate accuracy and knowledge of financial aid most important.***

The mean importance ratings given to various aspects of JCCC's Student Financial Aid Office ranged from a low of 3.32 (on a scale of 1 to 5, with 1="not very important" and 5="very important") for information about the Federal Work-Study Program to a high of 4.84 for accurate answers to my questions (see Table 9, Appendix A, and Figure 7, below). Students perceived all of the aspects of the Student Financial Aid Office listed (with the sole exception of information about the Federal Work Study Program) to be important, as evidenced by mean importance ratings from "important" to "very important".

The mean excellence ratings given to these same aspects of JCCC's Student Financial Aid Office ranged from a low of 3.67 (on a scale of 1 to 5, with 1="poor" and 5="excellent") for information about the Federal Work-Study Program to a high of 4.20 for courtesy of staff.

Figure 7
Mean Importance/Excellence Ratings of Selected Aspects of JCCC's Student Financial Aid Office



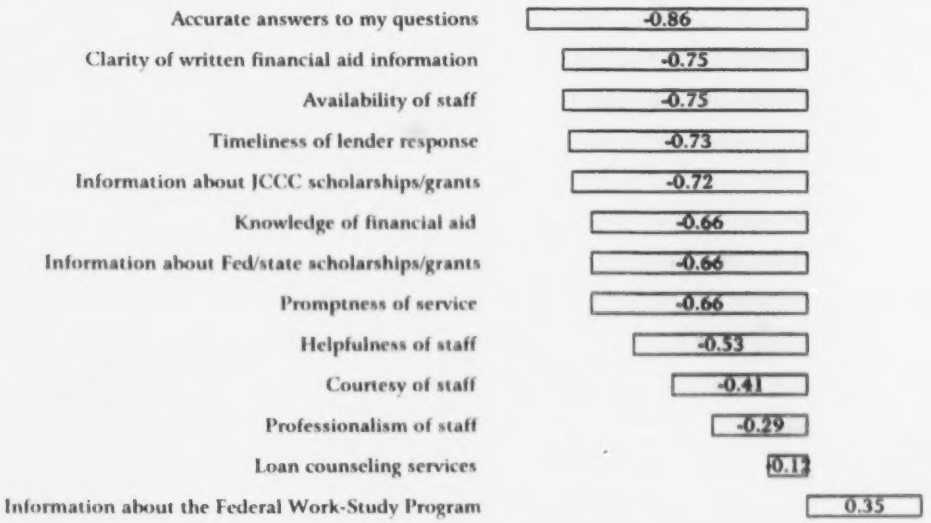
♦ ***The biggest gap between importance and excellence ratings was for accuracy.***

As is clear from Figure 7, above, students' perceptions of Financial Aid Office performance were lower than their perceptions of importance in every case except one (information regarding work-study programs). The magnitude of these differences is shown in Figure 8 on page 8.

- ***After accuracy, the largest discrepancies between importance and excellence are for clarity of written financial aid information, availability of staff, timeliness of lender response, and information about JCCC scholarships/grants.***

Figure 8 (below) depicts the magnitude of the discrepancies, or gaps, between the mean ratings for importance and excellence.

Figure 8
Discrepancies Between Mean Ratings for Importance and Excellence

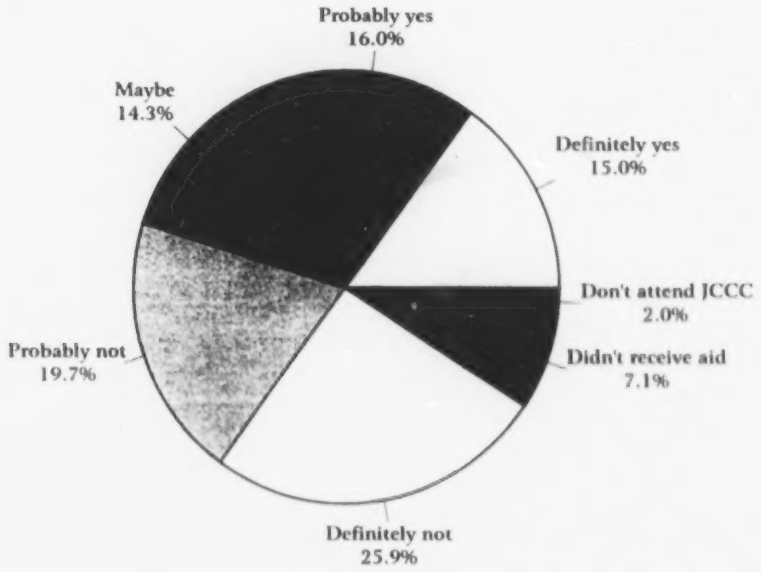


Note: Discrepancies are based on 5-point scales for both importance and excellence.

♦ ***Financial aid is a crucial factor in many students' being able to attend JCCC.***

Forty-six percent of the respondents indicated they definitely or probably would not have been able to attend JCCC without financial aid from JCCC, while 31% stated that they definitely or probably would still have been able to attend JCCC even if they hadn't received financial aid (see Table 10, Appendix A, and Figure 9, below). Another 14% were uncertain whether or not they would have been able to attend JCCC in the absence of financial aid.

Figure 9
Probability of Attending JCCC in Fall 1997 Without Financial Assistance from JCCC



♦ ***Students consider themselves to be moderately knowledgeable about financial aid.***

Students agreed that they carefully reviewed all the written information they receive from JCCC's Student Financial Aid Office (mean=4.5 on a five-point scale with 1=" strongly disagree" and 5="strongly agree") but they agreed less strongly that they considered themselves to be fairly knowledgeable about financial aid (mean=3.6). (See Table 11, Appendix A.)

Also, while students who gave an answer agreed that JCCC's Student Financial Aid Office compared favorably with other universities/community colleges, 45% of the total respondents indicated they didn't know how JCCC's office compared.

♦ ***Generally, respondent attitudes about the financial aid packet were favorable.***

Respondent consensus was that the financial aid packet was helpful (mean=4.1), answered most of the respondent's questions (mean=3.8), and prompted the respondent to ask additional questions (mean=3.7).

Students registered little agreement with statements that the financial aid packet did not include enough information on specific topics (mean=2.7) and that it contained so much information they were confused (mean=2.5).

♦ ***Six in ten respondents didn't know whether the JCCC Financial Aid Fair was helpful.***

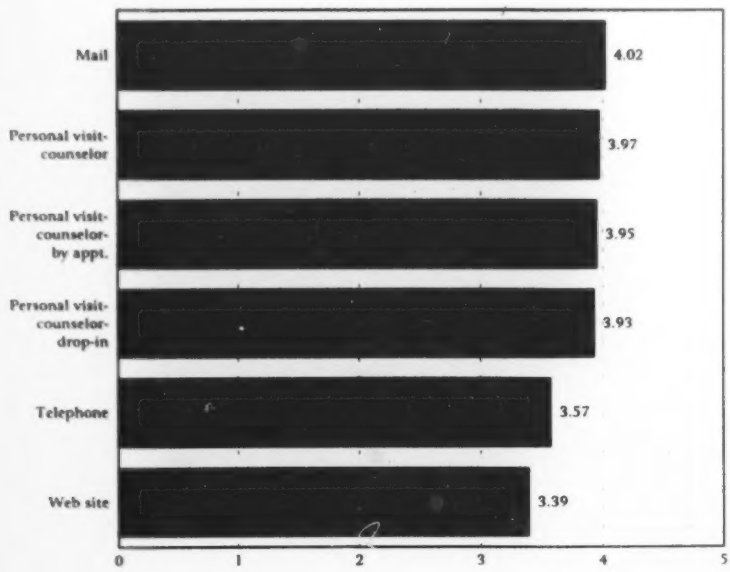
Although those that rated the JCCC Financial Aid Fair generally agreed it was helpful (mean rating of 3.8), a significant percentage (60%) didn't know if it was helpful or not. This suggests the possibility that a significant number of respondents may not have been aware of and/or attended this event.

- ***Overall, students rated most types of contacts with the Student Financial Aid Office as "good". Students rated contacts made by telephone and by web site lower but still above "average".***

Average ratings for contacts made by mail and personal visits, whether at the counter or by appointment or drop-in with a counselor, are "good" and range from 3.93 to 4.02 (on a five-point scale with 1=" poor" and 5="excellent"). (See Table 12, Appendix A, and Figure 10, below.)

Students rated telephone contacts lower at an average of 3.57. The Web site was also rated lower, 3.39 on average, although this result should be interpreted with caution since it is based on a relatively small number of respondents (n=33).

Figure 10
Rating of Contacts with JCCC's Student Financial Aid Office



- ***Seventy percent or more of respondents had contacts with the Student Financial Aid Office in a variety of ways: by mail, in person at the counter, by telephone, or in person for a drop-in visit with a counselor.***

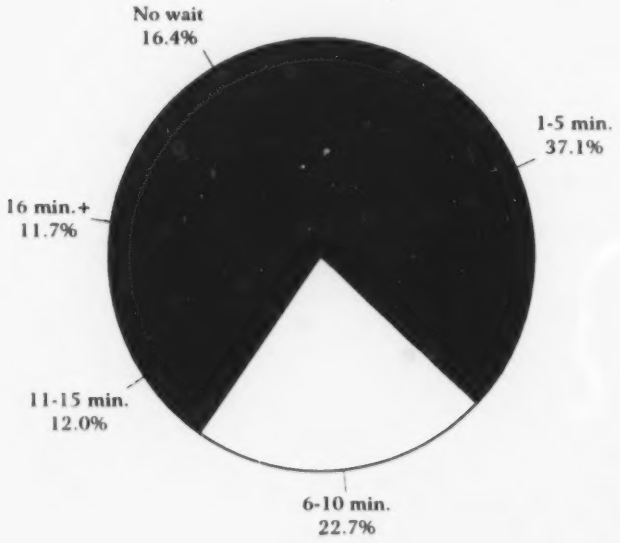
About 40% visited with a counselor by a set appointment and 12% had used the Web site.

- ***On their last visit, over half of the respondents had to wait five minutes or less before talking with a Student Financial Aid Office representative.***

Sixteen percent did not have to wait at all to talk with a Student Financial Aid Office representative and an additional 37% waited only one to five minutes (see Table 13, Appendix A, and Figure 11, below).

One in eight respondents waited 16 minutes or longer before talking with a representative.

Figure 11
Length of Wait Before Talking to a Student Financial Aid Representative (Last Visit)

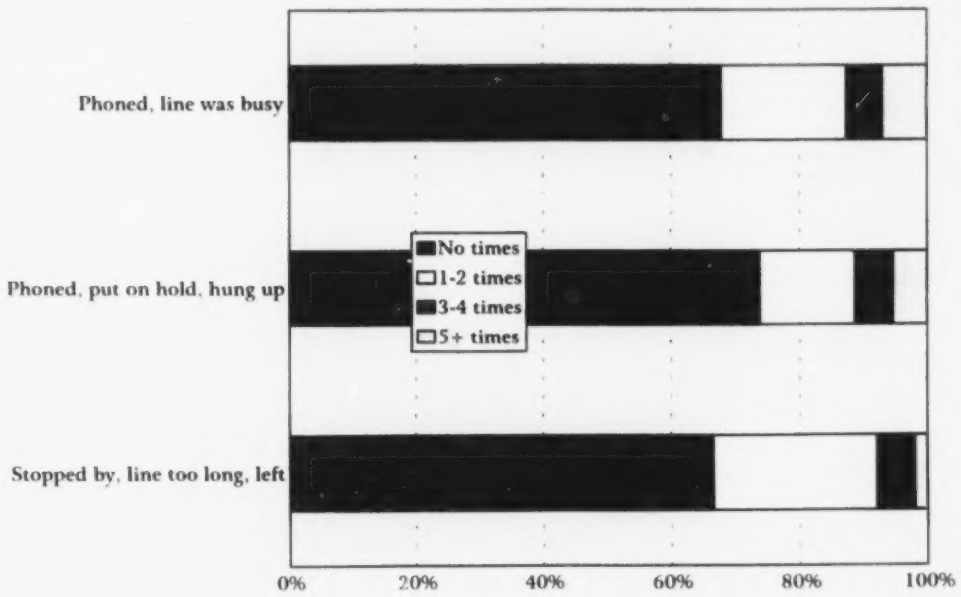


♦ ***While respondents generally were able to successfully contact staff at the Student Financial Aid Office, this was not always the case.***

Two-thirds (or more) of the respondents indicated there were no times when they had phoned the Student Financial Aid Office and had not been able to get through (either because the line was busy or because they were put on hold for so long they hung up), or when they had stopped by and left because the line or the wait was too long (see Table 14, Appendix A, and Figure 12, below).

About one-third of the respondents had experienced at least one occasion when they phoned and could not get through because the line was busy or had stopped by the office and left because the line or the wait was too long. Just over one-quarter of respondents indicated that, on at least one (or more) occasions(s), they had been put on hold for so long they finally gave up and hung up.

Figure 12
Number of Unsuccessful Attempts to Contact Student Financial Aid Office

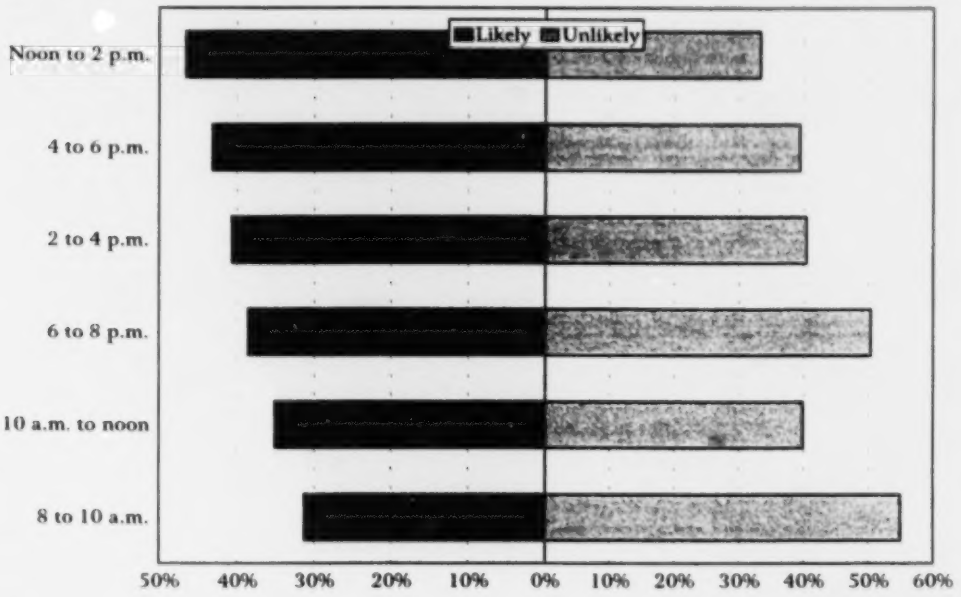


- ***A majority of students indicated they were likely to contact JCCC's Student Financial Aid Office from noon-2 p.m.***

Table 15 (Appendix A) and Figure 13 (below) detail time periods when students indicated they were likely or unlikely to contact JCCC's Student Financial Aid Office. Noon until 2 p.m. is clearly the most popular time slot, followed closely by 4 to 6 p.m. and 2 to 4 p.m.

The two morning time slots (8 to 10 a.m. and 10 a.m. to noon) were likely contact times for fewer students.

Figure 13
Likelihood of Contacting JCCC's Student Financial Office During Selected Time Periods



- ***A significant percentage of respondents (39%) indicated they were likely to contact the Student Financial Aid Office from 6-8 p.m.***

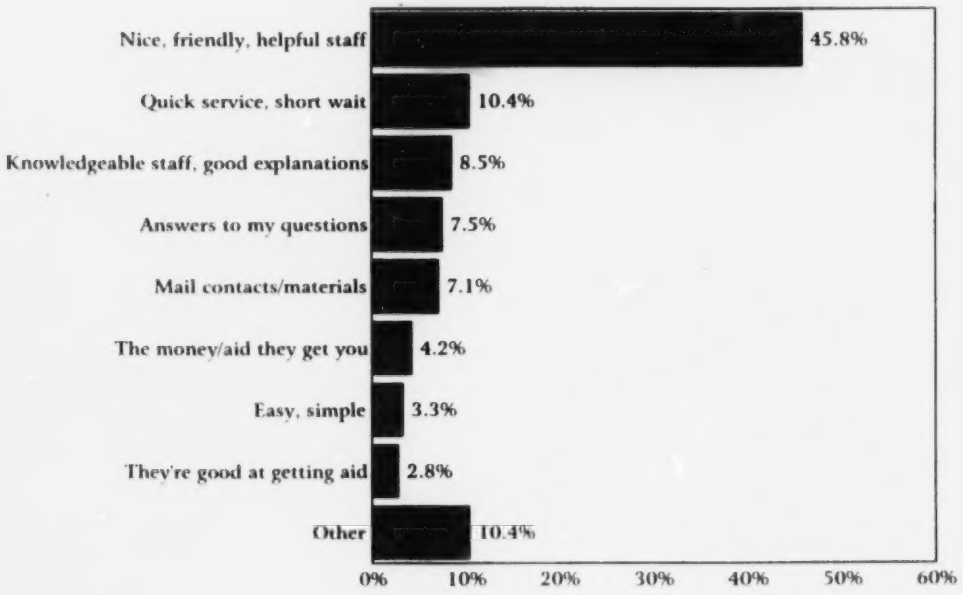
Thirty-nine percent (105 respondents) reported they were likely to contact the office during the 6-8 p.m. time period (if it were available). Of this 39%, almost all (92%) marked at least one alternate time period during which they were likely to contact the Student Financial Aid Office. The most prevalent alternate time period, given by 69% (of the 105 respondents), was from 4-6 p.m. The preference of the majority of this respondent group was evening hours.

- ***"Nice, friendly, helpful staff" heads the students' list of what they like most about JCCC's Student Financial Aid Office.***

"Nice, friendly, helpful staff" was cited by 46% of respondents (see Table 16, Appendix A, and Figure 14, below).

In order, the next four positive attributes were: quick service, short wait (10%); knowledgeable staff, good explanations (9%); answers to my questions (8%); and mail contacts/materials (7%).

Figure 14
What Students Like Most About Student Financial Aid Office

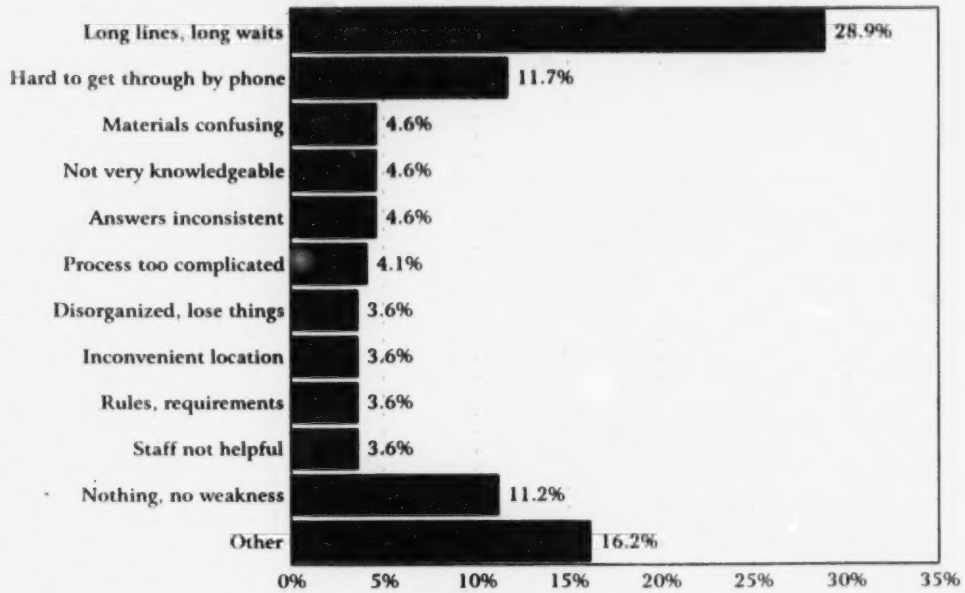


STUDENT DISLIKES

- ***Students' biggest dislike was long lines and long waits.***

Students listed only two main dislikes: long lines and long waits (29%), and difficulty getting through by phone (12%). (See Table 17, Appendix A, and Figure 15, below.)

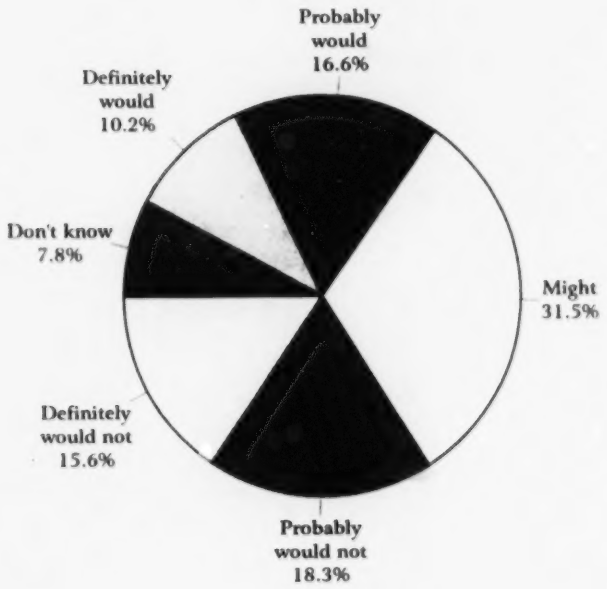
Figure 15
What Students Like Least About Student Financial Aid Office



- ***Enough students expressed interest in a scholarship search service costing $15 that a test offering this service is warranted if Financial Aid Office personnel are interested in pursuing this service.***

Over one-quarter of respondents indicated they definitely or probably would use a scholarship search service at a cost of $15 (see Table 18, Appendix A, and Figure 16, below). An additional one-third indicated they might use it.

Figure 16
Likelihood of Using Scholarship Search Service if it Cost $15



- ***Three of the five most-prevalent suggested improvements relate at least indirectly to waiting to be served.***

Almost twenty percent of respondents suggested that the single most important suggestion for improving any aspect of JCCC's Student Financial Aid Office was to add more staff or counselors (see Table 19, Appendix A). Nine percent suggested improved phone service and 8% suggested less waiting/quicker service.

Eleven percent suggested clearer information.

Eight percent wanted lists of scholarships to be made available.

The central issue in this study is student satisfaction: i.e., what contributes to satisfaction or dissatisfaction with the Student Financial Aid Office?

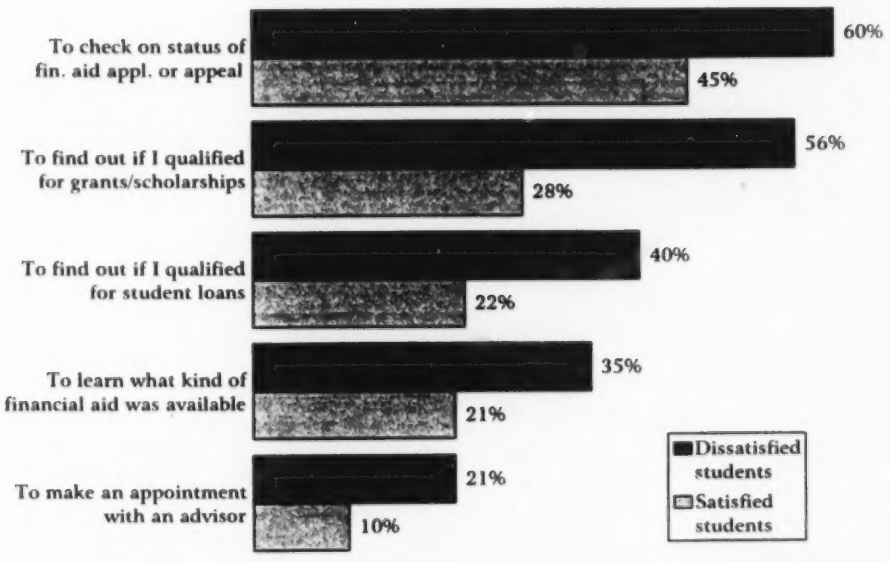
In order to identify the major sources of *dissatisfaction*, responses of the 57 respondents who indicated they were "very" or "somewhat" *dissatisfied* overall with JCCC's Student Financial Aid Office were compared with the responses of 205 respondents who indicated they were "very" or "somewhat" *satisfied* overall with the office to identify any differences and thus to pinpoint possible sources of dissatisfaction. Major differences are detailed below.

- ***Lower overall satisfaction was evidenced for students who contacted the Student Financial Aid Office for "informational" purposes: to make an appointment with an advisor (mean=3.42); to find out if he/she qualified for grants/scholarships (mean=3.44); to learn what kind of financial aid was available (mean=3.52); to find out if he/she qualified for student loans (3.58). (See Table 20, Appendix A.)***

- ***Eighteen percent of dissatisfied respondents indicated they had applied for financial aid but had not received it; 9% had applied but hadn't heard if they had received it or not (as compared to two percent and three percent, respectively, for satisfied respondents). (See Table 21, Appendix A.)***

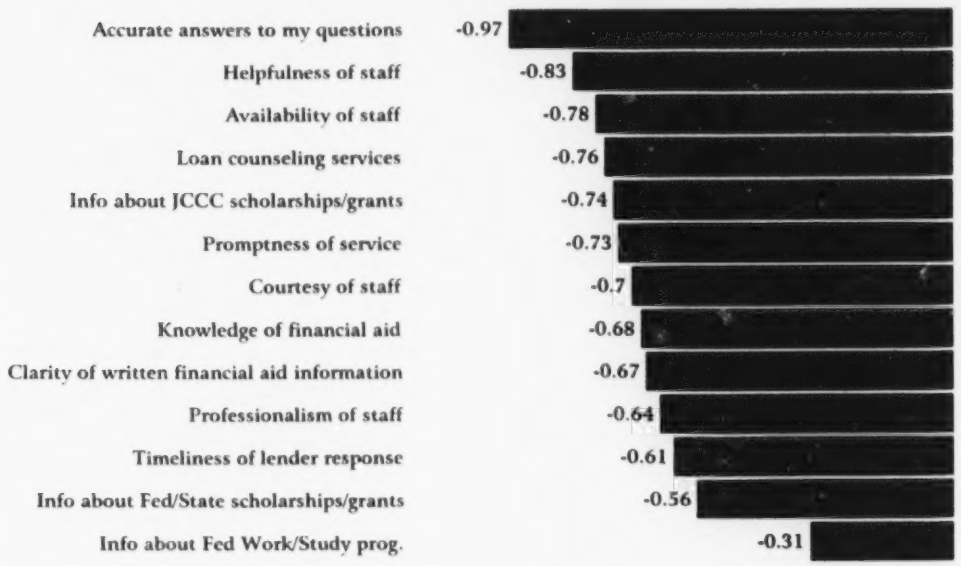
- ***Mean ratings for all aspects of JCCC's Student Financial Aid Office are substantially lower for students who indicate they are, overall, dissatisfied than for those who are satisfied (see Table 21, Appendix A, and Figure 17, below)***

Figure 17
Reasons Students Contacted Student Financial Aid Office in
Last Six Months by Whether Student Dissatisfied or Satisfied Overall



- ***The biggest discrepancy between satisfied and dissatisfied students' ratings of aspects of the Student Financial Aid Office regards accurate answers to questions. (See Table 21, Appendix A, and Figure 18, below.)***

Figure 18
Mean Discrepancies in Ratings by Students Who Are, Overall, Dissatisfied Vs. Satisfied with the Student Financial Aid Office

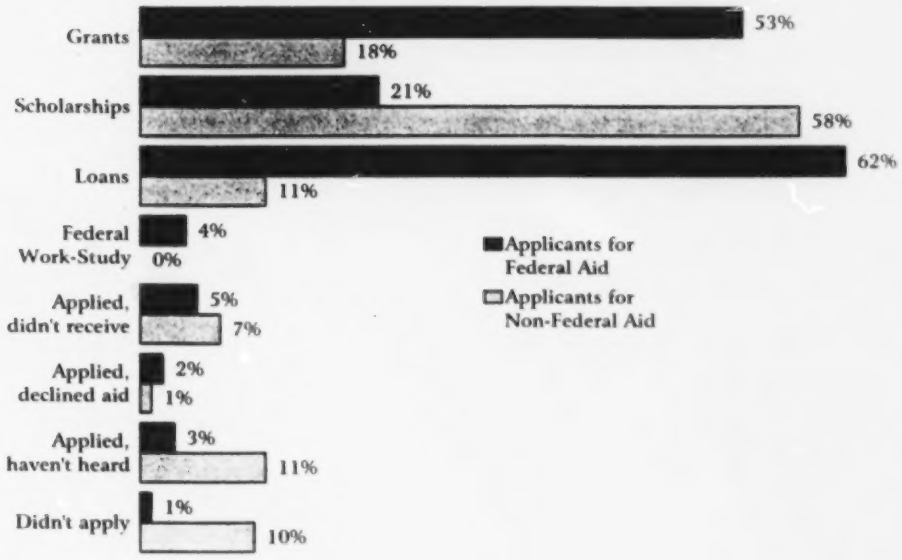


- ***On average, dissatisfied students had 3.6 phone contacts with the Student Financial Aid Office, compared with 2.0 for satisfied students. Drop-in visits were also higher (1.5 compared with 0.9) and questions asked (2.6 compared with 2.0). Generally, for whatever reasons, dissatisfied students make more contacts with the Student Financial Aid Office than do satisfied students (see Table 21, Appendix A).***

- ***Over half of all respondents surveyed who had applied for Federal financial aid received grants/and or loans, while over half of all respondents surveyed who had applied for non-Federal financial aid received scholarships.***

Fifty-three percent of responding applicants for Federal financial aid received grants, 21% received scholarships, and 62% received loans, compared with 18%, 58%, and 11%, respectively, for applicants for non-Federal financial aid (see Table 22, Appendix A, and Figure 19, below).

Figure 19
Financial Aid Received by Type of Aid Applied For



- ***In general, applicants for Federal financial aid rated aspects of JCCC's Student Financial Aid Office higher than did applicants for non-Federal financial aid.***

While most aspects are rated only slightly higher, helpfulness of staff and accuracy of answers are each rated, on average, 0.4 and 0.3 higher by applicants for Federal financial aid (see Table 22, Appendix A).

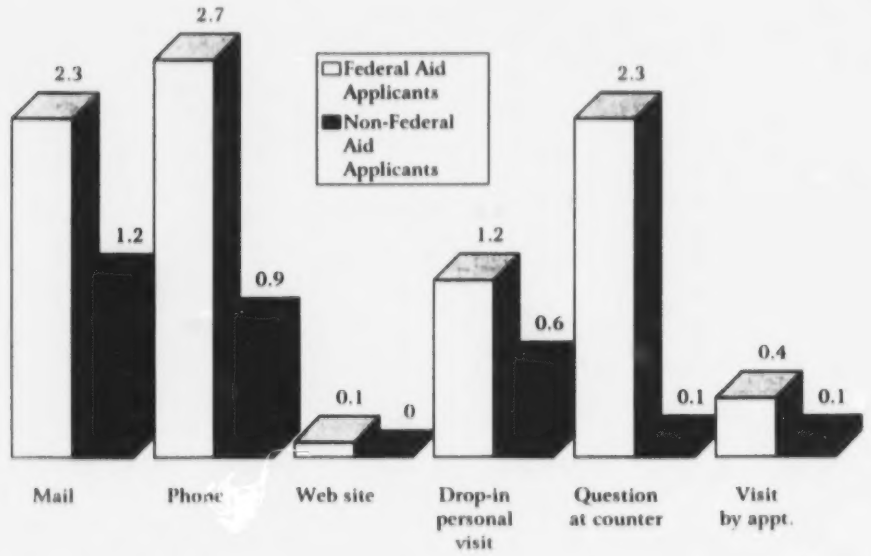
- ***Applicants for Federal financial aid perceive information about Federal or State scholarships/grants to be more important (obviously) than do applicants for non-Federal financial aid (mean=4.69 compared with mean=4.39). (See Table 22, Appendix A.)***

FEDERAL VS. NON-FEDERAL AID APPLICANTS

- ***Applicants for Federal financial aid had at least twice the number of contacts with JCCC's Student Financial Aid Office in the last six months, regardless of type of contact.***

On average, respondent applicants for Federal financial aid had 2.7 phone contacts, 2.3 two mail contacts and questions asked at the Student Financial Aid Office counter, and 1.2 drop-in visit with a Student Financial Aid Office counselor in the last six months, compared to 0.9, 1.2 and 0.1, and 0.6 contacts, respectively, for applicants for non-Federal aid (see Table 22, Appendix A, and Figure 20, below).

Figure 20
Mean Number of Contacts with Financial Aid Office by Type



While most students are satisfied overall with the Student Financial Aid Office, survey results reveal several areas in which potential improvements might be made. Following are recommendations suggested by survey findings. These recommendations must, of course, be considered in light of their feasibility, potential cost, and impact on staffing.

- ***Review phone procedures for opportunities to increase the number of students getting through on their first attempt and to decrease waiting time.***

Necessity of increased phone contact appears to be associated with dissatisfaction. Phone contacts were rated between "average" and "good", lower than all other types of contacts with the Student Financial Aid Office (other than web site, data about which may be less reliable due to the small number of respondents who had accessed it). Also, a significant number of students - as many as one-third - were unable to get through to the office by phone or were put on hold for so long they gave up.

- ***Continue to use modified "triage" procedures to help decrease time in line and implement a back-up plan to have additional help when the line reaches a certain number of people.***

"Long lines and long waits" were cited by 29% of students as their biggest dislike regarding the Student Financial Aid Office. Also, about one-quarter of the respondents had on at least one occasion left the office without getting the information they wanted because the lines or the wait was too long.

"Screening" the people in line, i.e., having a person not staffing the counter ask each individual in line why they are here, who they want to see, etc., and helping them get the help they need, might help deal with simple problems and issues quickly, thus shortening the line and the amount of waiting time, resulting in increased satisfaction. For instance, if a student knows how long the wait might be and is offered the opportunity to set up an appointment at another time and chooses to do so, he/she should be happier and the line will shorten. People who just came to pick up a packet could be given what they want and be on their way. In addition, when long lines do form, the Student Financial Aid Office may want to implement a back-up plan to call in additional help, possibly even management and administrative staff. Again, student satisfaction should increase because it would be clear that the office is concerned about serving students as quickly and effectively as possible.

- ***Develop a comment card to continuously monitor student satisfaction with Student Financial Aid Office service.***

Making a comment card available to students would allow them a vehicle to communicate with the Student Financial Aid Office on a regular basis, in addition to providing a way to measure student satisfaction in an ongoing fashion.

- ***Continue to refer students to free scholarship search web sites.***

Potential demand for a scholarship search service at a cost of $15 was sufficient to pilot test offering such a service. However, since the questionnaire was administered, free scholarship search web sites have proliferated and it is recommended that students be encouraged to avail themselves of the free services.

- ***Review the cost, staffing, and operational implications of offering additional limited later evening hours.***

Just under 40% of respondents indicated that they were likely to contact the Student Financial Aid Office from 6-8 p.m. if these hours were available. Over 90% of these respondents indicated they were also likely to contact the office during at least one other time period listed on the survey, most generally from 4-6 p.m. The office is already open until 6 p.m. Monday through Thursday. To more effectively serve a greater portion of students, it might be prudent to periodically offer limited later evening hours of operation.

- ***Provide checklists to students detailing specific requirements and deadlines for various financial aid options.***

One student concern (expressed anecdotally in comments on the survey and inferred from multiple contacts with the Student Financial Aid Office) is not knowing what information is required and having to make return trips to the office. This may be attributed in part to the Banner system, which is programmed to generate letters to the students requesting all additional information needed *one piece at a time, as frequently as weekly*. The ideal, of course, would be *one* letter specifying *all* additional information to be provided by the student. Very specific lists to check off the requirements would be helpful to both the student and to Student Financial Aid Office personnel.

APPENDIX A

Tabled Survey Results

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Table 21 Selected Results for "Dissatisfied" vs. "Satisfied" Respondents 40

Table 22 Selected Results for Applicants for Federal Aid vs. Applicants for Non-Federal Aid 41

Table 1
Highest Level of Education Completed

	Number	Percent
High school diploma/GED	189	65.6%
Vocational certificate	20	6.9
Associate's degree	47	16.3
Bachelor's degree	14	4.9
Some graduate hours	13	4.5
Master's degree	3	1.0
Doctorate	2	0.7
Professional degree	0	0.0
No. of Respondents	288	

Table 2
College Credit Hours

	Number	Percent
Credit hours enrolled in at JCCC for Fall 1997		
None	41	13.7%
1-6 hours	51	17.1
7-11 hours	59	19.7
12+ hours	148	49.5
Mean	9.3	
College credit hours completed at JCCC through 12/97		
None	24	8.0%
<15 hours	79	26.4
15-29 hours	74	24.7
30-44 hours	58	19.4
45-59 hours	30	10.0
60+ hours	34	11.4
Mean	27.4	

Table 3
Age

	Number	Percent
17 or younger	7	2.3%
18-20	102	34.6
21-23	43	14.6
24-26	36	12.2
27-29	32	10.8
30-39	50	16.9
40-49	21	7.1
50-59	2	0.7
60+	2	0.7
Mean	25.9	

Table 4
Gender

	Number	Percent
Male	206	69.6%
Female	90	30.4
No. of Respondents	296	

Table 5
Overall Satisfaction with JCCC's Student Financial Aid Office

	Number	Percent
Very satisfied	136	46.3%
Somewhat satisfied	69	23.5
Neither satisfied nor dissatisfied	32	10.9
Somewhat dissatisfied	19	6.5
Very dissatisfied	38	12.9
Mean	3.8	
No. of Respondents	294	100.0%

Table 6
Number of Contacts with JCCC's Student Financial Aid Office in the Last 6 Months

	Mean	None	1-2	3-4	5+
By mail	2.03	45.5%	23.1%	17.1%	14.4%
By phone	2.30	37.1	29.8	19.7	13.4
By web site	.05	95.7	4.3	0.0	0.0
Personal visit with counselor (drop-in)	1.05	56.9	30.1	8.3	4.9
Question asked at counter	2.00	27.1	42.8	20.1	10.0
Personal visit with counselor (by appointment)	0.33	82.6	15.3	1.0	0.9

Table 7
Reasons for Contacting JCCC's Student Financial Aid Office

	Number	Percent
To ask a question about my financial aid	245	81.9%
To turn in forms/documents	205	68.6
To obtain forms/documents	153	51.4
To check on the status of my financial aid/appeal	140	46.8
To supply information requested by JCCC's Student Financial Aid Office	131	43.8
To find out if I qualified for grants/scholarships	97	32.4
To learn what kind of financial aid was available	76	25.4
To find out if I qualified for student loans	73	24.4
To make an appointment with an advisor	37	12.4
To find out about participation in a work/study program	13	4.3
Other	19	6.4

Table 8
Types of Financial Aid Received by Student for 1997-98

	Number	Percent
Loan(s)	150	50.2%
Grant(s)	133	44.5
Scholarship(s)	89	29.8
Federal Work-Study	8	2.7
Applied, but did not receive financial aid	17	5.7
Applied, but declined financial aid offered	6	2.0
Applied, but haven't heard if I received financial aid for 1997/98 or not	14	4.7
Did not apply for financial aid for 1997-98	9	3.0

Table 9
Mean Importance of/Rating of Selected Aspects of JCCC's Student Financial Aid Office

	Mean Importance Rating	Mean Excellence Rating
Accurate answers to my questions	4.84	3.98
Knowledge of financial aid	4.75	4.09
Helpfulness of staff	4.71	4.18
Clarity of written financial aid information	4.67	3.92
Information about Federal or State scholarships/grants	4.62	3.96
Courtesy of staff	4.61	4.20
Information about scholarships/grants from JCCC	4.58	3.86
Promptness of service	4.56	3.90
Availability of staff	4.55	3.80
Timeliness of lender response	4.53	3.80
Professionalism of staff	4.44	4.15
Loan counseling services	4.06	3.94
Information about the Federal Work-Study Program	3.32	3.67

Note: Means are based on 5-point scales. For importance ratings, 1="not at all important" and 5="very important". For excellence ratings, 1="poor" and 5="excellent".

Table 10
Probability of Attending JCCC in Fall 1997 *Without Financial Assistance from JCCC*

	Number	Percent
Definitely *yes*	44	15.0%
Probably *yes*	47	16.0
Maybe	42	14.3
Probably *not*	58	19.7
Definitely *not*	76	25.9
Didn't receive aid through JCCC	21	7.1
Don't currently attend JCCC	6	2.0
No. of Respondents	294	

Table 11
Agreement/Disagreement with Statements About Financial Aid

	Mean	Number Responding	Percent Don't Know
I carefully review all the written information I receive from JCCC's Student Financial Aid Office	4.51	292	1.7%
Compared to other universities/community colleges, JCCC's Student Financial Aid Office is satisfactory	4.08	162	44.8
The annual JCCC Financial Aid Fair is helpful	3.81	117	59.5
I consider myself to be fairly knowledgeable about student financial aid	3.60	283	4.7
The financial aid packet I received from JCCC's Student Financial Aid Office:			
Was helpful	4.14	265	9.7%
Answered most of my questions	3.80	265	9.0
Prompted me to ask additional questions	3.67	258	11.4
Didn't include enough information on specific topics, such as verification, appeals, etc.	2.73	230	20.7
Contained so much information I was confused	2.46	258	11.7

Note: 5-point scale ranges from 1="strongly disagree" to 5="strongly agree".

Table 12
Rating of Contacts with JCCC's Student Financial Aid Office

	Mean	Number Responding	Percent Who Have Used
Financial aid information received through the mail	4.02	281	95.0%
Visit to ask question(s) at Financial Aid Office counter	3.97	261	88.3
In-depth visit (by appt.) with a Financial Aid Office counselor	3.95	115	39.8
Drop-in personal visit with Financial Aid Office counselor	3.93	209	70.9
Telephone contact with Financial Aid Office staff	3.57	235	79.9
Financial Aid information obtained through Web site	3.39	33*	12.4

*Note: Small number of respondents.

Table 13
Length of Wait Before Talking to a Student Financial Aid Representative (Last Visit)

	Number	Percent
No wait, got right in	49	16.4%
1-5 minutes	111	37.1
6-10 minutes	68	22.7
11-15 minutes	36	12.0
16 minutes or longer	35	11.7
Mean	8.92	
No. of Respondents	299	

Table 14
Number of Unsuccessful Attempts to Contact Student Financial Aid Office

	Number	Percent
Phoned the Student Financial Aid Office and were unable to get through because the line was busy		
None	203	67.9%
1-2	58	19.4
3-4	17	5.7
5+	21	7.0
Mean	1.08	
Phoned the Student Financial Aid Office, were put on hold, and hung up before talking to anyone because of a long wait		
None	221	73.9%
1-2	44	14.7
3-4	18	6.0
5+	16	5.4
Mean	0.85	
Stopped by the Student Financial Aid Office and left without seeing anyone because the line or the wait was too long		
None	199	66.6%
1-2	76	25.4
3-4	18	6.0
5+	6	2.0
Mean	0.68	

Table 15
Preferred Contact Times:
Likelihood of Contacting JCCC's Student Financial Aid Office
During Selected Two-hour Time Segments

	Mean	Likely	Neutral	Unlikely
Noon - 2 p.m.	3.16	46.6%	20.1%	33.3%
4 p.m. - 6 p.m.	3.03	43.4	17.2	39.4
2 p.m. - 4 p.m.	2.91	40.7	18.9	40.4
6 p.m. - 8 p.m. (if available)	2.74	38.6	11.0	50.4
10 a.m. - noon	2.84	35.1	25.0	39.9
8 a.m. - 10 a.m.	2.52	31.3	13.7	55.0

Note: 5-point scale ranges from 1="not at all likely" to 5="extremely likely".

Table 16
What Students Like *Most* About Student Financial Aid Office

	Number	Percent
Nice, friendly, helpful staff	97	45.8%
Quick service, short wait	22	10.4
Knowledgeable staff, good explanations	18	8.5
Answers to my questions	16	7.5
Mail contacts/materials	15	7.1
The money/aid they get you	9	4.2
Easy, simple	7	3.3
Efficient, capable, good at getting financial aid	6	2.8
Convenience/hours	5	2.4
Personal attention	4	1.9
Nothing	3	1.4
Negative comments	2	0.9
Other	8	3.8
No. of Respondents	212	

Table 17
What Students Like *Least* About Student Financial Aid Office

	Number	Percent
Long lines, long waits	57	28.9%
Hard to get through by phone	23	11.7
Materials confusing	9	4.6
Not very knowledgeable	9	4.6
Answers inconsistent	9	4.6
Process too complicated	8	4.1
Disorganized, lose things	7	3.6
Inconvenient location	7	3.6
Rules, requirements	7	3.6
Staff not helpful	7	3.6
Nothing, no weakness	22	11.2
Other	32	16.2
No. of Responses	197	

Table 18
Likelihood of Using Scholarship Search Service if It Cost $15

	Number	Percent
Definitely would use it	30	10.2%
Probably would use it	49	16.6
Might use it	93	31.5
Probably would not use it	54	18.3
Definitely would not use it	46	15.6
Don't know	23	7.8
No. of Respondents	295	

Table 19
Most Important Suggestion for Improving Any Aspect of the Student Financial Aid Office

	Number	Percent
More staff, counselors	31	19.4%
Clearer information	18	11.3
Improve phone service	14	8.8
Less waiting, quicker service	13	8.1
Make scholarship lists available	12	7.5
Faster response time	9	5.6
Have people - not the recording - answer the phones	6	3.8
More, better communication	6	3.8
More knowledgeable staff	6	3.8
Things are good now	6	3.8
Longer hours for office	5	3.1
Aid for more students	4	2.5
Larger, more accessible office	5	3.1
None, no suggestions	6	3.8
Other	19	11.9
No. of Responses	160	

Table 20
Mean Overall Satisfaction Rating by Reason for Contacting the Student Financial Aid Office

	Mean Rating
To find out about participation in work-study program	4.17
To supply information requested by Student Financial Aid Office	3.92
To turn in forms/documents	3.92
To obtain forms/documents	3.87
To ask a question about my financial aid	3.86
To check on the status of financial aid	3.72
To find out if I qualified for student loans	3.58
To learn what kind of financial aid was available	3.52
To find out if I qualified for grants/scholarships	3.44
To make an appointment with an advisor	3.42
Other	3.05

Note: 5-point scale ranges from 1="very dissatisfied" to 5="very satisfied".

Table 21
Selected Results for "Dissatisfied" vs. "Satisfied" Respondents

		"Dissatisfied" Respondents	"Satisfied" Respondents
Mean number of contacts with JCCC's Student Financial Aid Office in the last 6 months			
By phone		3.06	2.03
Drop-in visit with a Financial Aid counselor		1.50	0.94
Asked question at counter		2.60	2.00
Mean rating for "dissatisfied" respondents minus mean rating for "satisfied" respondents:			
Accurate answers to my questions	-0.97		
Helpfulness of staff	-0.83		
Availability of staff	-0.78		
Loan counseling services	-0.76		
Information about scholarships/grants from JCCC	-0.74		
Promptness of service	-0.73		
Courtesy of staff	-0.70		
Knowledge of financial aid	-0.68		
Clarity of written financial aid information	-0.67		
Professionalism of staff	-0.64		
Timeliness of lender response	-0.61		
Information about Federal or State scholarships/grants	-0.56		
Information about the Federal Work-Study Program	+0.31		
Reasons for contacting JCCC's Student Financial Aid Office in the last 6 months (percent of respondents)			
To make an appointment with an advisor		21.1%	10.2%
To turn in forms/documents		64.9	73.2
To learn what kind of financial aid was available		35.1	20.5
To find out if I qualified for grants/scholarships		56.1	27.8
To find out if I qualified for student loans		40.4	22.0
To check on the status of my financial aid application or appeal		59.6	45.4
Types of financial assistance received for 1997-98 (percent of respondents)			
Grant(s)		52.6%	44.4%
Loan(s)		42.1	53.2
Applied, but didn't receive financial aid		17.5	2.4
Applied, but declined aid offered		5.3	1.5
Applied, but haven't heard if aid received		8.8	3.4

Note: "Satisfied" respondents: overall satisfaction rating of "very" or "somewhat satisfied" combined.
"Dissatisfied" respondents: overall satisfaction rating of "very" or "somewhat dissatisfied" combined.

Table 22
Selected Results for Applicants for Federal Aid vs. Applicants for Non-Federal Aid

	Applicants for Federal Aid	Applicants for non-Fed. Aid
Mean rating of overall satisfaction with JCCC's Student Financial Aid Office	3.79	3.70
Mean number of contacts with JCCC's Student Financial Aid Office in the last 6 months		
By mail	2.31	1.15
By phone	2.73	0.93
By web site	.06	.03
Drop-in visit with a Financial Aid counselor	1.20	0.58
Asked question at counter	2.32	0.97
Personal visit by appointment	0.41	.07
Reasons for contacting JCCC's Student Financial Aid Office in the last 6 months (percent of respondents)		
To ask a question about my financial aid	89.5%	57.8%
To make an appointment with an advisor	14.9	4.2
To obtain forms/documents	54.8	39.4
To turn in forms/documents	72.8	54.9
To supply information requested by JCCC's Student Financial Aid Office	50.0	23.9
To learn what kind of financial aid was available	28.1	16.9
To find out if I qualified for grants/scholarships	35.5	22.5
To find out if I qualified for student loans	29.0	9.9
To find out about participation in a work/study program	4.8	2.8
To check on the status of my financial aid application or appeal	53.5	25.4
Types of financial assistance received for 1997-98 (percent of respondents)		
Grant(s)	52.5%	18.3%
Scholarship(s)	21.1	57.8
Loan(s)	62.3	11.3
Federal Work-Study	3.5	0.0
Applied, but didn't receive financial aid	5.3	7.0
Applied, but declined aid offered	2.2	1.4
Applied, but haven't heard if aid received	2.5	11.3
Didn't apply for financial aid for 1997-98	0.9	9.9
Information about Federal or State scholarships/grants (mean importance rating)	4.69	4.39
Accurate answers to my questions (mean excellence rating)	4.05	3.75
Helpfulness of staff	4.27	3.87
Probability of attending JCCC for Fall 1997 semester if student had not received aid from JCCC (percent of respondents)		
Definitely/probably yes	26.6%	62.5%
Maybe	15.6	16.1
Definitely/probably not	57.8	21.4

Note: Means are based on 5-point scales. For importance ratings, 1="not at all important" and 5="very important". For excellence ratings, 1="poor" and 5="excellent".

APPENDIX B

Questionnaire and Cover Letter

1997 JCCC FINANCIAL AID OFFICE STUDENT SATISFACTION SURVEY

Dear Student,

Please take a few moments to complete this survey. Survey results will help us determine how JCCC's Student Financial Aid Office can better serve you.

Please mail your completed survey in the enclosed preaddressed, postpaid envelope to the Office of Institutional Research (COM305) *no later than January 12, 1998.*

Thank you for taking the time to complete this survey!

1. ***OVERALL***, based on any contact you have had ***IN THE LAST 6 MONTHS***, how satisfied are you with JCCC's Student Financial Aid Office? Are you *(Please check ONE.)*

- ☐1 Very dissatisfied *(4)*
- ☐2 Somewhat dissatisfied
- ☐3 Neither satisfied nor dissatisfied
- ☐4 Somewhat satisfied
- ☐5 Very satisfied

If ***very dissatisfied*** or ***somewhat dissatisfied***, please explain: *(5-6) (7-8)*

2. ***APPROXIMATELY*** how many times have you had contact with JCCC's Student Financial Aid Office ***IN THE LAST 6 MONTHS*** in each of the following ways? *(Please fill in the number of times in each blank.)*

By ***mail*** ___ times	*(9-10)*
By ***phone*** ___ times	*(11-12)*
By ***web site*** ___ times	*(13-14)*
Drop-in personal visit with a Financial Aid ***counselor*** ____times	*(15-16)*
Asked question at Student Financial Aid Office counter____ times	*(17-18)*
Personal visit ***by appointment*** with a Financial Aid ***counselor*** _____times	*(19-20)*

3. Which of the following are reasons you contacted JCCC's Student Financial Aid Office ***IN THE LAST 6 MONTHS?*** *(Please check as many as apply.)*

- ☐1 To ask a question about my financial aid *(21)*
- ☐1 To make an appointment with an advisor *(22)*
- ☐1 To obtain forms/documents *(23)*
- ☐1 To turn in forms/documents *(24)*
- ☐1 To supply information requested by JCCC's Student Financial Aid Office *(25)*
- ☐1 To learn what kind of financial aid was available *(26)*
- ☐1 To find out if I qualified for grants/scholarships *(27)*
- ☐1 To find out if I qualified for student loans *(28)*
- ☐1 To find out about participation in a work/study program *(29)*
- ☐1 To check on the status of my financial aid application or appeal *(30)*
- ☐1 Other (please specify) _____ *(31)*

(32-33) (34-35)

4. Please indicate ALL types of financial assistance you are receiving for 1997-98. *(Please check as many as apply.)*

- ☐1 Grant(s) *(36)*
- ☐1 Scholarship(s) *(37)*
- ☐1 Loan(s) *(38)*
- ☐1 Federal Work-Study *(39)*
- ☐1 Applied, but did not receive financial aid *(40)*
- ☐1 Applied, but declined financial aid offered *(41)*
- ☐1 Applied, but haven't heard if I received financial aid for 1997-98 or not *(42)*
- ☐1 Did not apply for financial aid for 1997-98 *(43)*

5. How important to you *personally* are each of the following aspects of JCCC's Student Financial Aid Office? (*Please circle "9" for "Don't know" or "n/a" if you don't know or if the item does not apply to you.*)

	Not at All Important	Not Very Important	Somewhat Important	Important	Very Important	Don't know/ n/a	
Courtesy of staff	1	2	3	4	5	9	(44)
Information about Federal or State scholarships/grants	1	2	3	4	5	9	(45)
Knowledge of financial aid	1	2	3	4	5	9	(46)
Promptness of service	1	2	3	4	5	9	(47)
Professionalism of staff	1	2	3	4	5	9	(48)
Loan counseling services	1	2	3	4	5	9	(49)
Clarity of written financial aid information	1	2	3	4	5	9	(50)
Timeliness of lender response	1	2	3	4	5	9	(51)
Accurate answers to my questions	1	2	3	4	5	9	(52)
Helpfulness of staff	1	2	3	4	5	9	(53)
Information about scholarships/ grants from JCCC	1	2	3	4	5	9	(54)
Availability of staff	1	2	3	4	5	9	(55)
Information about the Federal Work-Study Program	1	2	3	4	5	9	(56)

6. How would you rate each of the following aspects of JCCC's Student Financial Aid Office? (*Please circle "9" for "Don't know" or "n/a" if you don't know or if the item does not apply to you.*)

	Poor	Fair	Average	Good	Excellent	Don't know/n/a	
Courtesy of staff	1	2	3	4	5	9	(57)
Information about Federal or State scholarships/grants	1	2	3	4	5	9	(58)
Knowledge of financial aid	1	2	3	4	5	9	(59)
Promptness of service	1	2	3	4	5	9	(60)
Professionalism of staff	1	2	3	4	5	9	(61)
Loan counseling services	1	2	3	4	5	9	(62)
Clarity of written financial aid information	1	2	3	4	5	9	(63)
Timeliness of lender response	1	2	3	4	5	9	(64)
Accurate answers to my questions	1	2	3	4	5	9	(65)
Helpfulness of staff	1	2	3	4	5	9	(66)
Information about scholarships/ grants from JCCC	1	2	3	4	5	9	(67)
Availability of staff	1	2	3	4	5	9	(68)
Information about the Federal Work-Study Program	1	2	3	4	5	9	(69)

7. Would you have been able to attend JCCC for the Fall 1997 semester *even if you had not received financial assistance* through JCCC's Student Financial Aid Office? (*Please check one response.*)

☐1 Definitely *not* ☐3 Maybe ☐4 Probably *yes* ☐6 Didn't receive aid through JCCC (70)
☐2 Probably *not* ☐5 Definitely *yes* ☐7 Don't currently attend JCCC

8. **Please indicate how strongly you agree or disagree with each of the following statements.** (*Please circle "9" for "Don't know" or "n/a" if you don't know or if the item does not apply to you.*)

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	Don't Know/ n/a	
I carefully review all the written information I receive from JCCC's Student Financial Aid Office	1	....	2	.....	3	.....	4	.....	5	9	2 (1)
Compared to other universities/community colleges JCCC's Student Financial Aid Office is satisfactory.	1	....	2	.....	3	.....	4	.....	5	9	(2)
The annual JCCC Financial Aid Fair is helpful.	1	....	2	.....	3	.....	4	.....	5	9	(3)
I consider myself to be fairly knowledgeable about student financial aid.	1	....	2	.....	3	.....	4	.....	5	9	(4)
<u>The financial aid packet I received from JCCC's Student Financial Aid Office:</u>											
Was helpful.	1	....	2	.....	3	.....	4	.....	5	9	(5)
Prompted me to ask additional questions.	1	....	2	.....	3	.....	4	.....	5	9	(6)
Answered most of my questions.	1	....	2	.....	3	.....	4	.....	5	9	(7)
Didn't include enough information on specific topics, such as verification, appeals, etc.	1	....	2	.....	3	.....	4	.....	5	9	(8)
Contained so much information I was confused.	1	....	2	.....	3	.....	4	.....	5	9	(9)

9. **How would you rate *each* of the following?** (*Please circle "9" if you haven't had this type of contact.*)

	Poor		Fair		Average		Good		Excellent	Haven't Used	
Telephone contact with Financial Aid Office staff	1	....	2	.....	3	.....	4	.....	5	9	(10)
Drop-in personal visit with Financial Aid Office counselor	1	....	2	.....	3	.....	4	.....	5	9	(11)
Financial aid information received through the mail	1	....	2	.....	3	.....	4	.....	5	9	(12)
In-depth visit (by appointment) with a Financial Aid Office counselor	1	....	2	.....	3	.....	4	.....	5	9	(13)
Visit to ask question(s) at Financial Aid Office counter	1	....	2	.....	3	.....	4	.....	5	9	(14)
Financial Aid information obtained through Web site	1	....	2	.....	3	.....	4	.....	5	9	(15)

10. **Think back to your most recent contact with the Financial Aid Office. How many minutes did you have to wait (if at all) before talking with a student financial aid representative?** (*Please enter # of minutes.*)

____minutes (16-17)

43

11. *IN THE LAST 6 MONTHS, APPROXIMATELY* how many times, *if at all*, have you

Phoned the Student Financial Aid Office and were unable to get through because the line was busy? ___times (18-19)

Phoned the Student Financial Aid Office, were put on hold, and hung up before talking to anyone because of a long wait? ___ times (20-21)

Stopped by the Student Financial Aid Office and left without seeing anyone because the line or the wait was too long? ___times (22-23)

12. How likely are you to contact JCCC's Student Financial Aid Office during each of the following two-hour time segments? *(Please circle the appropriate number.)*

	Not at All Likely				Extremely Likely	
8 a.m. - 10 a.m.	1	2	3	4	5	(24)
10 a.m. - noon	1	2	3	4	5	(25)
Noon - 2 p.m.	1	2	3	4	5	(26)
2 p.m. - 4 p.m.	1	2	3	4	5	(27)
4 p.m. - 6 p.m.	1	2	3	4	5	(28)
6 p.m. - 8 p.m. (if available)	1	2	3	4	5	(29)

13. What ONE THING do you like *MOST* about JCCC's Student Financial Aid Office? *(Please be specific.)* (30-31)

14. What ONE THING do you like *LEAST* about JCCC's Student Financial Aid Office? *(Please be specific.)* (32-33)

15. How likely would you be to use a scholarship search service (using a computerized national database) if it cost $15? *(Please check ONE.)*

☐1 I ***definitely would not*** use it ☐3 I ***might*** use it ☐5 I ***definitely would*** use it (34)
☐2 I ***probably would not*** use it ☐4 I ***probably would*** use it ☐6 I ***don't know*** if I would use it or not

16. What is the SINGLE most important suggestion you have for improving any aspect of the Student Financial Aid Office? *(Please be specific.)* (35-36)

17. What is the highest level of education you have completed? *(Please check ONE.)*
☐1 High school diploma/GED ☐3 Associate's degree ☐5 Some graduate hours ☐7 Doctorate (37)
☐2 Vocational certificate ☐4 Bachelor's degree ☐6 Master's degree ☐8 Professional degree

18. *About* how many college credit hours have you *completed* at JCCC through 12/97? ____ hours (38-39)

19. How many credit hours are you enrolled in at JCCC for Fall 1997? ____ hours (40-41)

20. What is your age? ____ years (42-43)

21. Gender: ☐1 Female ☐2 Male (44)

Any COMMENTS you have about JCCC's Financial Aid Office are welcome. *(Use additional sheets, if needed.)*

December, 1997

Dear JCCC Student/Applicant:

At the request of JCCC's Student Financial Aid Office, the Office of Institutional Research is conducting a survey of students who applied for financial aid through JCCC. The main purpose of this research is to determine the degree of student satisfaction with the Student Financial Aid Office and to identify areas for improvement.

Your opinions about the Student Financial Aid Office are very important! The questionnaire takes approximately 10-15 minutes to complete. Many questions can be answered by checking a box or circling a number.

Please take a few minutes right now to evaluate the Student Financial Aid Office by filling out the entire questionnaire. Then, mail your completed survey to the Office of Institutional Research in the enclosed pre-addressed, postpaid envelope **no later than January 12, 1998.**

If you have any questions about the survey, please call Shirley Weglarz in the Office of Institutional Research at (913) 469-8500, extension 2443. Or, contact her at sweglarz@johnco.cc.ks.us.

Thank you so much for taking the time to help improve services at JCCC!

Sincerely,

Julie Cooper
Program Director
Student Financial Aid

Enclosures (2)